

## 1. Introduction

<i>Project activities</i>	<i>Date / period</i>	<i>Method</i>	<i>Partner(s) involved (specific city department(s), NGOs, University, media, citizens, etc.)</i>
1; <i>Local information and mapping</i>	June/November 2014	Local survey (384) Online newspaper survey Awareness Raising Workshop's	Unit for Equality and Citizenship C4i coordinating team
2. <i>List of rumours and data to counter them</i>	June/November 2014	Study made by the High Commission for Migrations "Myths and Facts" - 2005 Online newspaper survey Awareness Raising Workshop's	Unit for Equality and Citizenship C4i coordinating team
3. <i>Selection of local coordinators</i>	January/February 2014	Unit for Equality and Citizenship internal selection	C4i coordinating team UEC head office unit
4. <i>Establishment of local networks</i>	June/November 2014	Awareness Raising Workshop's Monthly Network Meetings	Unit for Equality and Citizenship C4i coordinating team
5. <i>Local campaign</i>	April 2014/ December 2015	Festival The Neighbourhood and The World Workshop's Training Network Public Art Gallery Lunch Branding Buses Political declaration	Unit for Equality and Citizenship C4i coordinating team Municipal Services Newspaper (Notícias de Loures)
5.1 <i>Launching event/ Cultural event</i>	October 2014	Festival The Neighbourhood and The World	Municipal Services NGO's (co-producer Ibisco Theater) Artists
5.2 <i>Awareness-raising workshops</i>	June/November 2014	Mail invitation Open Meeting Focal group	5 workshop's 80 people
5.3 <i>Training of trainers</i>		Selected trainers from municipal services, ngo's, enterprises (hospital)	14 (municipality services, ngo's, hospital)
5.4 <i>Training of anti-rumour agents</i>	June/March 2015	Selection from municipal services, ngo's, enterprises and public services	42 (municipality services, ngo's, )
5.5 <i>Ambassadors for diversity</i>	March 2014/ June 2015	<ul style="list-style-type: none"> <li>• Pedro Santos Pereira, Filipe Isménio (Newspaper – Notícias de Loures)</li> <li>• community living in Quinta do Mocho neighbourhood (Kedy Santos, Edilson Nunes – Dey Dey, Bráulio Nunes, Djavan)</li> <li>• » artists participating in</li> </ul>	Newspaper – Notícias de Loures NGO's

		<p>Public Art Galery (40 anos 40 murais, Nomen, Tamara Alves, SLAP, MAR, Odeith, RAM, Smile, Chip, Utopia, Vhils, Pantonio, GLAM, MTO, Bordalo II, Vespa, Manoela Jack, Miguel Brum, Tosco, Colectivo Rua, Caver, Fun, Seir, Hugo, RAF, Sen, Bean, Black, Adres, and NADA)</p> <ul style="list-style-type: none"> <li>• Dj Marfox as an Ambassador for Festival The Neighbourhood and the World and the Public Art Gallery</li> </ul>	
5.6 Diversity days	December 2015	Municipal Day for Intercultural dialogue (debate)	Municipal Services NGO's Artists
6. Dissemination	April 2014/ June 2015	<ul style="list-style-type: none"> <li>• Powerpoint presentation (3)</li> <li>• Newspaper (2 numbers)</li> <li>• Communication tools from Festival</li> <li>• Communication tools from Public Art Gallery</li> <li>• Declaration</li> </ul>	
7. Other campaign activities	April 2014/ December 2015		
7.1. Branding Campaign	April 2014/ December 2015	<ul style="list-style-type: none"> <li>• Communication strategy presentation</li> <li>• Stamp/Label</li> <li>• Open Source Logo</li> <li>• T-shirt branding (625)</li> <li>• Jars and Cups (1000 + 6000)</li> <li>• Tablecloths (90.000)</li> <li>• Horizontal lanes (3)</li> <li>• Roll-Ups (3)</li> <li>• Hop-Up Wall (1)</li> <li>• Hop-up Balcony (1)</li> <li>• Promotional tent (1)</li> <li>• Horizontal promotional flags (4)</li> <li>• 4Gb Pen (1000)</li> <li>• Lanyards (1000)</li> <li>• BIC pencil (2500)</li> </ul>	
7.2. Public Art Gallery	April 2014/ December 2015	<ul style="list-style-type: none"> <li>• Communication strategy presentation</li> <li>• Local Mapping</li> <li>• T-shirt branding (250)</li> <li>• Horizontal lane (1)</li> <li>• Roll-Up (1)</li> <li>• Hop-Up Wall (1)</li> </ul>	

		<ul style="list-style-type: none"> <li>Hop-up Balcony (1)</li> </ul>	
8. 1 <sup>st</sup> wave survey	October 2014	Local survey (150)	Unit for Equality and Citizenship C4i coordinating team
9. 2 <sup>nd</sup> wave survey	March 2015	Local survey (150)	Unit for Equality and Citizenship C4i coordinating team
10. Visibility	April 2014/ December 2015	<ul style="list-style-type: none"> <li>Festival The Neighbourhood and The World</li> <li>Public Art Gallery</li> <li>Loures Livre de Rumores (Loures Free of Rumours)</li> </ul>	Municipal Services Unit for Equality and Citizenship C4i coordinating team Municipal Services NGO's (co-producer Ibisco Theater) Artists Newspaper (Notícias de Loures)

A very important piece for designing a communication strategy on immigration factor, is how it is seen the phenomenon of social representation of immigration in the targeted territory, at local, regional and national press.

One of several factors that hamper the integration of immigrants into society is the negative charge that is symbolically linked to them, and the importance of media in the definition of stereotypes and opinions, reproducers, generators and agents of transformation or maintenance of social representations within the public who have access to them.

Also the problems of crime and social maladjustment of young immigrants and young people of immigrant descent are often subject to public debate. Not intending to conceal this debate, as it is a verified and existing problem, and that should be taken into account in the news and information, the usefulness of blistering and rumour based news, should be taken into account in editing, because this “public finger pointed” does not qualify as useful for an integration of this population into society and community.

Associated with these issues, we can still see easy speech association, sometimes indirect, between crime/insecurity and immigrant populations. This discourse is also very present when talking about local public housing and municipal districts of relocation, which contributes to a perpetuation of the strong stigma of criminal-immigrant and immigrant-offenders.

Thus, some press contributes significantly to reproduction stigmas and negative labels assigned either to immigrant populations, where they reside and live their everyday lives.

One identification of prejudice analysis it was held in Loures by identifying the main prejudices in local and national media by running objective analysis within all news on local press, and even national, which were recurring stories on crimes and assaults on violent everyday, and that these occurrences were often associated with the descendants of immigrants, especially Africans, building statements that are played, with serious consequences on basic construction of negative representations.

This analysis contributed to the pragmatic response on creating the Festival The Neighbourhood And The World (first edition in Quinta da Fonte) and it's continuity towards a new neighbourhood (Urbanização Terraços da Ponte – Quinta do Mocho), but also the implementation of the Public Art Gallery as an answer to this negative “public speech” association.

The specific rumours constructed towards immigrant communities/ social housing projects projected a site specific target in Loures Free of Rumours campaign, in which made it clear the need to intervene in Quinta do Mocho neighborhood (Festival The Neighborhood and the World, Public Art Gallery) who have permitted to construct another public image towards this specific community, and creating space in local press for the existence of a newspaper page with one wall/ artist per number, which will create the possibility of maintain this neighborhood for 2 years long (it has been painted, until June 2015, 28 walls, which represents 2 years/ monthly number newspaper on Notícias de Loures – News of Loures), in addition we are painting 2 walls per month, which will represent 12 new walls until December 2015, representing one estimative of 40 walls until the end of the year.

### Awareness Raising Workshops

Creating a local network can act as a catalyst for the design and implementation of a communication strategy to counter these tendencies, and awareness-raising workshops were the first step in that strategy.

We ran five awareness raising workshops during 2014, exploring the topic of immigration with leading NGO's, religious congregations, local authority units in various areas, parish councils and schools. It became an important tool for building the "Loures Free of Rumours" strategy. The dates were: May 14 and 15, June 18, July 1 and 4 of July, and October 25. Over 80 people attended.

City Council participants included: Divisions of Equality and Citizenship, Foreign Affairs Information and Communication, Culture, Sports and Youth, Education, Urban Planning, Social Innovation and Promotion of Health, Housing, Security Local Contract, Municipal Police, Services, Water and Sanitation. And external participants included religious associations, residents and immigrants associations, cultural association; child support groups; youth groups; the association of local authorities, educational and music groups; sports associations, and others

#### Development strategy

The workshops aimed to generate open discussion on the issue of the perception(s) of immigration and immigrants in the municipality of Loures. Discussion also covered wider perceptions about the county, including non-immigrant communities, which suffer from problems of perception and integration, and other issues such as Islamic extremism and paedophilia in catholic religious orders.

Workshops looked at the perceived causes and types of prejudice and rumours, such as: cultural (and regional) differences; economic discrimination; living social housing estates, stigmatized by others, and refusing relocation; rivalries between neighbourhoods; and persistent negative information

Numerous myths and fears, prejudices and preconceived ideas emerged: e.g. that immigrants are drug dealers and corrupt; they destroy public houses and fill them with rubbish; they steal our jobs and live on subsidies. Many target specific immigrant groups, such as Africans, Brazilians or Gypsies.

The C4i project was presented, and the overall strategy and interventions proposed for Loures

Participants were asked afterwards to design initiatives that deconstruct rumours, and many ideas / and proposals were incorporated into the intervention strategy.

We have developed 5 workshop's as awareness raising workshop's, for discussion on the topic of immigration with leading NGO's, religious congregations, units of the local authority in various areas, parish councils and schools, and it became very important tool for the developing of the strategy "Loures Free of Rumors". It was a moment of discussion, sharing and developing within the informal network.

In Loures it was created a local network for the Loures Free of Rumours campaign that holds a monthly meeting with all partners involved, but as an open society network to discuss campaign possibilities, activities held by each partner and future programming of the network. It as the participation of municipal entities (Municipality Front Office, Municipal Enterprises – water services, garbage collectors, public space, pool, among others, Social Housing, Integration Services, Youth, Sports and Culture); NGO's (civil society on youth, culture, citizenship associations), public services (hospital) and private sector companies.

### Logo and Branding developing

The development of the logo and campaign itself was a crucial element for the design and for the continuity of the project in time.

The logo discussion was participated by all network entities in the local anti-rumours network and allowed to be assumed by all entities as a means of connection between the various activities that have been, are being and will be developed in the future.

First the phrase "Loures Free Rumores", and secondly the logo itself as open source logo, allowing each entity to recreate the logo in their way adapting to their own corporate image, allowing us to stretch the image project itself. In addition to this possibility, this form is also intended to create a logo that would give the idea of an intercultural and diverse county, given the high number of nationalities present in the municipality of Loures (122), through the possibility of recreation in open source logo base Loures Free Rumors.

Within the logo/branding creation, it was created a stamp/label to be spread out within the network framework, municipal services, ngo's and enterprises.

The brand development as it's face in the naming of the project as a long term effect. Loures Livre de Rumores (Loures Free of Rumours) as a brand to be spread towards all public space and to reach out all society.

Taking the Barcelona example and developing a jars and cups distribution in all municipal offices, municipal cafeterias, local political parishes, schools will have a grand impact in making a fuss around the brand.

Developing a bus campaign with the activity's, the infographic data and diversity questions, taking into account that the bus company that works in our municipality as 370 lines, and passes trough 4 other municipality's (almost all the grand Lisbon area – Lisbon, Sintra, Odivelas, Vila Franca de Xira), with 200.000 daily passengers.

As for the Tablecloths, we followed the Sabadell proposal and we are going to put them in the municipal cafeterias (1000 meals/ daily) and with the private enterprises that will join the project (Beatriz Angêlo Hospital and IKEA).

The development of book markers and note/visit cards is a way of being able to spread the data and ideas quickly throughout the network and all the partners involved in the project.

## General Media

In the initial process of designing the campaign in Loures we made the assumption of absence of local press in Loures territory. Nevertheless, a local press was created since and started to print 15.000 copys per month, distributed in the main locals of Loures, and with one of the major/leading weekend newspaper in Portugal (Expresso), on the first Saturday of every month.

For the first period of implementation the project we had no feedback/interest by the newspaper to cover any activity.

With the Festival in October they've covered but as a small new of a cultural activity.

The key point of focusing happened with two events: the coordinating meeting in Loures/Amadora and the appointment for finalist in the Diversity Advantage Challenge (December). The capability of opening a long term vision of the project and of the intercultural approach towards diversity was a huge success that still lasts.

First of all the December number it was a huge factor of struggle against the negative charge that is symbolically linked to this specific neighbourhood, and towards the migrant community inside of this neighbourhood (Quinta do Mocho, in Sacavém).

They accompanied the coordinating meeting, where it was a first appointment with the project at a global level, and in a local level (C4I, Festival The Neighbourhood and the World and the creation of the Public Art Gallery).

This was a turning point towards a more active partnership with the municipality.

The firsts pages of the January number we're truly important, as it was the first time ever that a newspaper (local or national) took the name of the neighbourhood (Quinta do Mocho) and joined success at European level (Notícias de Loures, number 9). Even for the community in Quinta do Mocho as a matter of raising self-esteem it was a breakthrough.

Within the Public Art Gallery it was created a partnership, where in each number of the Festival one page specifically with one work/ one wall/ one artist from this Neighbourhood (Notícias de Loures, numbers 10, 11, 12, 13 and 14). And this will continue as long as we have walls painted in this neighbourhood. There are a total of 28 walls painted (June, 2015) and more 12 artists to intervene, so it is fair to say that this partnership will continue for 3 years, or more since we are painting 2 walls per month.

Another important message it is the theme about diversity within the municipality, and it was created a Communities Section in the newspaper where there is a social representation of each community present in Loures (Notícias de Loures, number 11 – goan community and number 12 – muslim community, 13 – chinese community and 14 – cape vertian community), and this section will be permanent within the monthly newspaper.

The development of Public Art Gallery in Quinta do Mocho neighborhood allowed us unprecedented visibility for this territory, but especially for this community,

mostly inhabited by immigrant families (born and / or descendants). In addition to this visibility the creation of the guided tours and the sustainability of it as cultural heritage in the county has allowed us to tackle all existing prejudices that fall on this neighborhood.

Since it has been a very important initiative of the municipality also has allowed us to be present within forums, which otherwise we would not be present, as was the case with Futurália, largest fair of Education and Training in Portugal (11-14 March 2015), and the IN Festival - Innovation Culture and Creativity (23 to 26 April 2015). Also the presence of Architecture Schools, taking into account the intervention in public space, and the Faculty of Tourism, taking into account the guided tours (heritage and cultural development), opened the doors that were developed internships, and in some cases the chance to have open classes at Master's Degree in this neighborhood.

Within the newspaper we created 2 numbers (june and july) as a supplement, creating space to “talk” about the project. Development of a 4 pages supplement in the local newspaper (Notícias de Loures – 15.000 newspapers distributed) with the main focus of the project, news of the project developing and 2 articles. There will be printed 2 supplements (June and July).

### Political Declaration

Aimed at combating stereotypes and prejudices that hinder interaction and intercultural coexistence, and considering that respect and promotion of cultural diversity constitutes an essential basis for the development of a society based on solidarity.

Claiming that the development of democratic stability be advisable with a strategy to combat prejudice and stereotypes in public life and political discourse.

The Loures Free Declaration and Rumors presents a strategic vision, inviting the whole economic and social structure, individually and collectively to commit themselves to promoting diversity, helping to prevent ethnic cleavages, religious, linguistic and cultural identity and accepting the differences constructively democratic and based on universally shared values.

This Declaration will be presented to all local political actors as to all civil and private society to sign and respect the values printed on it.

### Municipal Day for Intercultural Dialogue

Celebration of the Municipal Day of Intercultural Dialogue, performing a thematic Special Public Meeting to discuss policies for integrating immigrants. It is intended to create a moment of discussion on the integration of immigrants, the success of respected the principle of permanent cooperation between different state institutions, seeking articulate, transverse and multisectoral responses, giving particular attention to the local dimension of the host, promoting integration proximity, being essential to strengthen the alliance with civil society civil society (immigrants associations, religious organizations, etc.) institutions, enhancing their generous and flexible intervention.

Themes:

- »The role / support of immigrant associations
- »New limitations on the entry of immigrants in Europe

»Religion as the integration process

### C4I Antirumour Facebook

Developing of a social network fuzz that links to the project developing.

To link to other projects that touches our, to present a diverse society in Loures (interviews with local migrants), infographic focus presented, videos development, resources publication, actions/ activity's, phrases and study's (local and national level) in this focus area (prejudice control – diverse/ intercultural approach).

There will be also developed A3 posters campaigns to put on schools pointing to the Loures Livre de Rumores facebook page.

This facebook as 954 followers.

### Festival The Neighbourhood and the World

This festival aims to be a nationwide event on integration, diversity, intercultural, citizenship and inclusion, and to involve the entire community (individual and associative) present in target territories and will feature an eclectic program with multicultural concerts, documentary films, theater, dance and music installed in stages and cultural associations, drawings and graffiti respective training, animations on buses, etc.

This will be an event that is intended to establish an intercultural and intergenerational dialogue, promoting the integration of migrant communities, giving value to a whole social and cultural dynamics present in these territories, being the production of this festival a co-production between the Municipality of Loures and Ibisco Theatre Association.

The festival "The Neighborhood and the World" will be a nationwide event on integration, diversity, intercultural, citizenship and inclusion, and to involve the entire community (individual and associative) present in target territories and will feature a schedule eclectic multicultural concerts, documentary films, theater, dance and music installed in stages and cultural associations, drawings and graffiti respective training, etc.

The festival will develop a program that is organized around meetings between residents and public, between Portuguese and foreign traditions. We want to create an event that makes the biggest events on the street and smaller events that connect the public to the community and guest artists. This Festival will bring the district and the World, which is not least, bring the world to the neighborhood.

Project continuity that is intended to have its development in the neighborhood of Quinta do Mocho (94% of foreign born population, most of them with Portuguese nationality since 2007), and where there is an easy speech association, sometimes indirect, between crime / insecurity and immigrant populations, which contributes to a perpetuation of the strong stigma of criminal-immigrant and immigrant-offenders.

This event aims to create a moment of national impact in the local press, and even national, who demystify everyday violence, building statements that are played, with serious consequences, in terms of basic construction of negative representations in this community.

### Public Art Gallery

Developed in the Festival "The Neighborhood and the World", the importance and impact assumed by the gallery created in the artistic intervention as a motor for the shift focus intended, takes us to develop a site specific all round project, that allows us to maintain this intervention for a medium/ long term period, and also to develop site specific needs.

We have painted 28 murals so far, and we have created an artistic residency in the neighborhood and to be able to develop ground formation for guides (youngsters living in the neighborhood) for guided tours. Also that this Public Art Gallery to be the leverage to deconstruct myths and prejudices towards this particular neighborhood, thus creating a good practice that can be replicated in other neighborhoods with the same problems. This Artistic Residency has already received 4 artists working on this neighbourhood, creating a very important bond with the project and the community but specially projecting the name of this specific neighbourhood towards a more positive image anchor of the community living in there.

#### Intercultural Lunch

Following the activity that Erlangen developed, the intercultural lunches/ meetings aims to contribute to a more effective integration of immigrants, strengthening social relations and promoting cultural diversity in the municipality. The initiative suggests conducting a lunch through which everybody is invited to join as a group, a family or an individual, creating a single table continuous, and spaces for migrants ngo's to sell specific gastronomy from the country (if abroad) or region (if Portugal) where they came from.

This lunch will take place in 2016.

There will be migrants making the Human Library, telling their life stories through the country(ies) they have passed o get to Portugal an also from their born country/ region.

#### Lane for Diversity to sports events

The idea is to create a lane to be held in front of sports team in each event that take place in Loures, in which each team will held this lane with the logo/ moto developed, creating a group photography, aiming to create an awareness and stimulating participation.

#### Skin Tone Pencil Box

A skin tones colour pencil box will be created for the development of a paint workshop in the discipline of Visual Education, in order to place the skin colour convention aside (pink colour) and implicitly creating a discussion on this topic.

This specific project is still in discussion with the creative and communication department of this specific Portuguese private company (VIARCO).